

## Liverpool John Moores University

Title: Port Strategy and Development  
Status: Definitive  
Code: **6028MAR** (116868)  
Version Start Date: 01-08-2019

Owning School/Faculty: Maritime and Mechanical Engineering  
Teaching School/Faculty: Maritime and Mechanical Engineering

Team	Leader
Robyn Pyne	Y

**Academic Level:** FHEQ6  
**Credit Value:** 24  
**Total Delivered Hours:** 72  
**Total Learning Hours:** 240  
**Private Study:** 168

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	45
Tutorial	24

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	Exam	Examination	60	3
Portfolio	Portfolio	Portfolio	40	

### Aims

*To provide students with insight to the challenges and opportunities of different port ownership arrangements, and an understanding of the strategic approaches to port management and development.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Critically appraise the various types and arrangements of port ownership
- 2 Apply financial and economic principles to port pricing strategies
- 3 Apply strategic and marketing approaches to port planning
- 4 Understand methods of investment appraisal and the elements of a feasibility study
- 5 Develop and present a port master plan

### **Learning Outcomes of Assessments**

The assessment item list is assessed via the learning outcomes listed:

Examination	1	2	3
Portfolio	4	5	

### **Outline Syllabus**

*Port ownership (types, lease arrangements, privatisation, mergers and acquisitions);  
Port finance and economics (post costs, pricing strategy, investment appraisal, port financing);  
Strategic planning, competitive advantage, SWOT and PEST analyses; marketing;  
Project management cycle, processes, techniques and components, project appraisal, risk and change management;  
Port master planning (demand, capacity, feasibility studies, port layout, infrastructure and terminal design, international competitive bidding;  
Human resource management (port organizational structures, recruitment, skills and personal development, employee appraisal, motivation, disciplinary, industrial relations).*

### **Learning Activities**

Lectures, class tests, debate, strategic planning exercise, group project.

### **Notes**

This module builds on students' earlier knowledge of ports and appraises issues such as port ownership and development to complete students' undergraduate knowledge and understanding of the discipline.